



THE CITY OF SAN DIEGO

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**"THINK BLUE" TO SERVE AS NATIONAL
EXAMPLE**

Environmental Protection Agency Uses Campaign As Model Program

San Diego -- August 19, 2002 - The City of San Diego's Storm Water Pollution Prevention Program is receiving national attention for its "Think Blue" Public Education and Outreach campaign. The Environmental Protection Agency, which is the national governing agency for environmental protection, will be using the "Think Blue" campaign as a model when it updates its "Getting In Step: A Guide to Creating Outreach Campaign" publication and Non-Point Source Pollution (NPSP) tool box for municipal agencies, this fall.

"This is a credit to the storm water program as a whole and speaks to the City's commitment to protecting our waters," says Deputy Director Karen Henry.

The EPA publication, which is due out by November, will use the "Think Blue" campaign as a model for others on how to build an effective media and outreach campaign to combat NPSP or urban runoff – the major source of pollution of recreational waters nationally.

Supervising Public Information Officer Deborah Castillo credits local media for keeping this issue before residents. The City of San Diego, with contributions from Caltrans – District 11 and the Port of San Diego, spent \$250,000 to air the educational Public Service Announcements (PSAs). Since November, 32 San Diego radio and television stations provided more than \$160,000 of in-kind contributions in airtime, events and news interviews.

Henry adds, "This shows the level of commitment that the stations have made concerning this issue. Early on they all got on board and have helped spread the Think Blue message throughout San Diego and are committed to helping us clean San Diego's waters."

The campaign has also received much local recognition, having won four local Emmy awards in April for one of its Public Service Announcements, in addition to two Telly Awards and Savvy Award nominations for both its PSA and General Storm Water Pollution Prevention employee-training program and video. The PSAs cost \$175,000 to produce and the training video was produced for \$21,000.

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